

California State Journal of Medicine.

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IMPORTANT NOTICE!

All Scientific Papers submitted for Publication must be Typewritten.

Notify the office promptly of any change of address, in order that mailing list and addresses in the Register may be corrected.

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EDITORIAL NOTES

NOTICE!

Forty-Fourth Annual Meeting.

SANTA BARBARA, HOTEL POTTER,
APRIL 14, 15 AND 16, 1914.

RAILROAD RATES. The customary railroad rate of one and one-third fare, provided 50 or more are in attendance, will prevail. When you buy your ticket to go to Santa Barbara, pay the full fare and get a receipt-certificate. When you get to Santa Barbara, present this to the Secretary to be signed and then when you get your return ticket, hand this receipt to the agent and he will give you a return ticket for one-third the full fare. Do not fail to get the receipt-certificate or to have it signed by the Secretary, for if you do, you have no redress.

HOTEL RATES. The rates this year are on the European plan and do *not* include meals.

Room, without bath, one person,	\$1.00
Room, without bath, two persons,	1.50
Room with bath, one person,	2.00
Room with bath, two persons,	3.00

Those who desire may be accommodated on the American plan, in which case add \$2.50 per day per person to the above rates.

THE PROGRAM this year promises to be excellent and should call out a large attendance. Every delegate should make it his first business to attend this session as matters of the utmost importance will come up for consideration. Questions have

arisen in which every member of the society is vitally interested and the delegates, who represent large numbers of our members who cannot attend, should be sure to be present, even if at a personal sacrifice.

Secretaries of county units should make it their special duty to attend this meeting so that they may be in a position to explain to their members just what was done and why. County Secretaries can do this much more effectually by talking directly to their members than it can be accomplished in any other way.

WHY NOT SAVE THE MONEY?

One of our advertisers is good enough to give us information in regard to specific instances wherein his advertising in your JOURNAL does or does not pay. A customer came to his store and noticing a certain article remarked that he did not know they carried that; he had just bought one from an eastern house and had had to pay the same price, plus the express charges of \$3.40. And that very article had been advertised in your JOURNAL. The local dealer would have saved that member at least \$3.40. Does it pay to look through the advertising pages? It would have paid that one doctor on that one purchase, \$3.40; how much more he has thus foolishly spent it is impossible to say. Another definite instance where a member bought from an eastern house an article advertised in your JOURNAL by a local dealer, is one in which the article cost the purchaser 25% more than he could have bought it for right here at home. It is safe to say that members could save much more than the amount of their annual dues if they would look through the advertising pages of their JOURNAL and purchase goods from their own advertisers. "It pays to advertise" is very true; it is also and equally true that "It pays to read advertisements"!

SUITS FOR DAMAGES AND THEIR DEFENSE.

Some of our members who have joined in the last year or so do not understand that the State Society has a legal department of the very best and that it defends its members, without cost to them, other than their regular dues and assessments, in all such actions. Membership in the State Society, because of this one feature alone, is now one of the most valuable assets that a practicing physician can have. The suits which we have defended, all of them successfully, in 1913, would have cost the individual physicians sued a great many thousands of dollars—and they would not all of them have been won. Our legal department is so well up in this work and our lawyers are of such high standing that in many cases where the member has also had insurance in some company, he has requested our attorneys to take charge of his case. The rules covering this work, formulated by the Council, are very simple and it may not be untimely to remind our members of them.

First of all, a physician must at all times be a member in good standing of his county medical